

Appendix 1: Elements of product promotion

The following list of elements of product promotion was adapted by the Health Officers Council of British Columbia from its report “Public Health Perspectives for Regulating Psychoactive Substances: What We Can Do About Alcohol, Tobacco, and Other Drugs”¹

- Advertising
- Branding/naming
- Attractive/convenient packaging
- Labelling suggestive of benefits
- Sponsorship
- Price reductions (e.g., loss leaders); gifting
- Attractiveness association (e.g., with pleasure, enhanced performance, sports, socialization, sex, vacations); leading personality endorsement
- Product placement in movies, TV, other locations
- Creating similar products for children (e.g., chocolate cigarettes) or youth attractive products (e.g., alcopops, flavoured cigarettes and cigars; gummy bears with cannabis extracts)
- Attractive, luring signage and appearance on storefronts
- Display of products that can be seen by minors
- Internet targeting

Reference

1. Health Officers Council of British Columbia. *Public Health Perspectives for Regulating Psychoactive Substances: What We Can Do About Alcohol, Tobacco, and Other Drugs*. Victoria: Health Officers Council of British Columbia; 2011:30. Available: <https://healthofficerscouncil.files.wordpress.com/2012/12/regulated-models-v8-final.pdf>.